

Munich, September 6, 2017

## Press Release

### IFAT India 2017: Highlights from the supporting program

- **Key topic: resource efficiency**
- **New: *Business to Government Forum and Environmental Technologies Conference***
- [Visitor registration](#) online

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IFAT India 2017 is gearing up for the start. Three weeks before the event opens, it is clear that India's leading environmental technology trade fair has grown considerably in terms of the number of exhibitors and space. Over 170 companies from 18 countries are exhibiting on an area covering 8,000 square meters. The supporting program will offer additional benefits for exhibitors and visitors alike. In numerous forums, conferences and competitions, it will deal with current topics in the Indian environmental sector. IFAT India 2017 takes place from September 26 to 28 at the Bombay Exhibition Centre (BEC) in Mumbai.

#### Key topic: resource efficiency

Resource efficiency is one of the main topics of the program – in light of the current situation. Just recently, India and the European Union initiated an agreement to work together more closely in this area: the *Resource Efficiency Initiative* (REI). To push this project forward, the EU is organizing the session block *Opportunities and Potential: Innovations in Resource Recovery and Secondary Resource Utilization* at IFAT India 2017. The sessions will focus on questions such as: How can India become a resource efficient economy? Which business models are possible to foster the use of secondary resources? And which political strategies are required to implement international standards on the subcontinent?

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### **New items on the program**

New to the trade fair is the [Environmental Technologies Conference](#), which is being organized by the Indian think tank *The Energy and Resources Institute* (TERI). On the first day of the fair, there will be CEO forums looking at urban water management, solid waste management and air pollution control. On September 27, renowned experts will deal these topics in more detail with panel discussions and presentations.

IFAT India is also the ideal platform for politics. The [Business to Government Forum](#) will be held for the first time, giving government representatives an opportunity to report on current environmental projects and establish contacts with appropriate technology providers. Among the participants who have already signed up is Mr. Manjeet Singh, Principal Secretary for the government in the Indian state of Rajasthan.

### **Proven magnets for visitors**

The *Active Learning Center*, the public's favorite feature last year, will also offer a host of practical events this year. The *Products in Practice* event format allows visitors to try out systems for managing heavy rainfall, for example. And in the [Water Skills Competition](#), they can test their knowledge when it comes to operating sewage treatment works and other wastewater treatment facilities. There is also plenty on offer for young people. The [University Challenge](#), now taking place for the third time, will allow students to gain their first experience of integrated resource management.

### **Strong partners**

Numerous [industry associations](#), both national and international, are involved in the extensive IFAT India supporting program. These include the German Society for International Cooperation (GIZ), the German Association for Water, Wastewater and Waste (DWA), the Indian Biogas Association (IBA), the International Solid Waste Association (ISWA), the SDG Foundation, and TERI.

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### Visitors can register now

Visitors can register for IFAT India 2017 at the following link: [www.ifat-india.com/register](http://www.ifat-india.com/register). Registering enables faster access to the trade fair.

More information on the supporting program is available here: [ifat-india.com/supporting\\_program](http://ifat-india.com/supporting_program), more on IFAT India at [ifat-india.com](http://ifat-india.com).

### About IFAT India

IFAT India is India's leading environmental trade fair for technology and services in the water, sewage, refuse and recycling segments. The last event, covering approximately 6,100 square meters of exhibition space, attracted 143 exhibitors from 16 countries and 5,187 trade visitors from 44 countries. The trade fair takes place annually at the Bombay Exhibition Centre (BEC) in Mumbai—the dates for the next event are September 26 to 28, 2017.

### IFAT worldwide

Messe München's competence in organizing environmental-technology events is demonstrated not only in the world's leading trade fair for the sector, IFAT, but also in a range of other international trade exhibitions around the world. The spectrum encompasses IFAT Africa in Johannesburg, IFAT Eurasia in Istanbul, IFAT India in Mumbai, and IE expo in Shanghai and Guangzhou.

### Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.